

U.S. Department
of Transportation

**United States
Coast Guard**



Commandant
United States Coast Guard

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COMDTINST M5200.14
APR 14 1994

COMMANDANT INSTRUCTION M5200.14

Subj: U.S. COAST GUARD HERALDRY

1. **PURPOSE.** This Instruction defines the official Coast Guard seal and emblem, and prescribes official heraldic devices for use by the Coast Guard. It implements Chapter 10 of the Department of Transportation Graphic Standards Manual, DOT Order 1360.6.
2. **ACTION.** Area and district commanders; commanders maintenance and logistics commands; commanding officers of headquarters units; Commander, Coast Guard Activities Europe; and chiefs of offices and special staff divisions at Headquarters shall ensure that the contents of this Instruction are distributed widely.
3. **DIRECTIVES AFFECTED.** COMDTINST M5200.12, DOT Graphic Standards Manual and COMDTINST 5030.12, Official Seal and Coast Guard Emblem, are cancelled.
4. **DISCUSSION.** The design of the official seal of the Coast Guard was established by Executive Order 10707 dated May 6, 1957, as amended by Executive Order 11319 dated December 9, 1966, enclosure (1). The following guidelines apply to its use:
 - a. The official seal, either lever-press or wax impression type, is authorized for use on official Coast Guard documents requiring signature under seal. Reproduction for other purposes is not authorized.

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- b. The emblem is part of the Coast Guard visual identification program, enclosure (2). It is intended to be widely used within the Coast Guard for official and quasi-official purposes. Its use by commercial concerns for jewelry, stationery, etc., may be authorized by the Commandant.
- c. Enclosure (3) describes the proper use of devices and is directly applicable to the Coast Guard. Also included are examples of official Coast Guard envelopes and a business card.
- d. Enclosure (4) contains official specifications for size, material, and color of the flag and ensign. Their display shall be in accordance with Coast Guard protocol.

5. REPRODUCTION AUTHORIZATION.

- a. The official seal, in addition to use on documents and records of the Coast Guard, is authorized to be reproduced and used:
 - (1) On officially authorized invitations, programs, certificates, diplomas, and greetings.
 - (2) As replicas in color or monochrome, pictorial or relief. It may be displayed with official Coast Guard exhibits, or in appropriate locations at Coast Guard units.
- b. The Coast Guard emblem may be reproduced and used subject to the following:
 - (1) Commercial concerns are required to obtain prior approval from the Public Affairs Staff, Commandant (G-CP).
 - (2) Non-appropriated fund activities shall assure that all reproductions of the emblem are in conformance with enclosure (2).
- c. The official seal shall not be included within the design of any seal, emblem, coat-of-arms, or escutcheon.
- d. Any marking to identify Coast Guard units or property shall be in accordance with instructions contained in the Coatings and Color Manual, COMDTINST M10360.3.

6. PROCEDURES. Headquarters offices and special staff divisions, headquarters units, and all CG field commands may develop and use patches, emblems and insignia to promote morale and unity. Discretion will be used in their selection and in the manner in which they are displayed.

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- a. Designs shall be bold elements clearly recognizable at a distance.
- b. Heraldric colors are red, yellow, white, green, blue, and black. Silver may substitute for white and gold for yellow.
- c. Designs shall be morally acceptable, in good taste and avoid controversial subjects.

D.E. CIANCAGLINI
Chief, Office of Command, Control
and Communications

Encl: (1) Coast Guard Seal
(2) Coast Guard Emblem
(3) DOT, Graphic Standards Manual Chapter 10
(4) Coast Guard Color and Ensign

COAST GUARD SEAL



33 CFR – NAVIGATION AND NAVIGABLE WATERS

PART 23-DISTINCTIVE MARKINGS FOR COAST GUARD VESSELS AND AIRCRAFT

23-10 Coast Guard Emblem

- (a) The distinctive emblem of the Coast Guard shall be as follows: On a disc the shield of the Coat of Arms of the United States circumscribed by and annulet edged and inscribed "UNITED STATES COAST GUARD 1790" all in front of two crossed anchors.
- (b) The emblem in full color is described as follows: White anchors and white ring all outlined in medium blue (Coast Guard blue), letters and numerals medium blue (Coast Guard blue), white area within ring shield with medium blue (Coast Guard blue) chief and 13 alternating white and red (Coast Guard red) stripes (7 white and 6 red) with narrow medium blue (Coast Guard blue) outline.
- (c) The Coast Guard emblem is intended primarily for use as identification on Coast Guard ensigns, flags, pennants, vessels, aircraft, vehicles and shore units. It may also be reproduced for use on such items as stationary, clothing, jewelry, etc.
- (d) Any person who desires to reproduce the Coast Guard emblem must first obtain approval from the Commandant, U.S. Coast Guard, Washington, D.C.

COAST GUARD SEAL



COAST GUARD SEAL



Enclosure (3) to COMDTINST M5200.14

**GRAPHIC STANDARDS for the
U.S. DEPARTMENT of
TRANSPORTATION**

**CHAPTER 10
COAST GUARD GUIDELINE**

Color Standards

There are three acceptable treatments of the Signature/Mark.

- 1) The one-color version should be used in DOT blue or black. The only exception to this rule would be if a brochure were printing in a single match color. The black version will reproduce well on most backgrounds, including middle-range colored stocks.
- 2) The black, red, and blue version will be used in four-color publications such as recruiting brochures. It is recommended that this version be used on a white background or, if necessary, on a very light gray or tan background. It should not be used on middle-tone values. When preparing for four-color process, use the following specification:

Red-solid magenta plus solid yellow.

Blue-Solid blue plus 30 percent magenta.

- 3) A red and blue version may be useful in two-color printing situations. This can be considered for signs of a temporary nature where a colorful but inexpensive solution is called for. This version is not recommended for use on four-color publications where it will tend to compete with color photography or illustrations.

COAST GUARD - One Color Version



COAST GUARD - Black, Red and Blue Version



COAST GUARD - Red and Blue Version



Stationery

Standard 8 1/2" x 11" stationery incorporates the Coast Guard Signature/Mark and is reproduced in black.

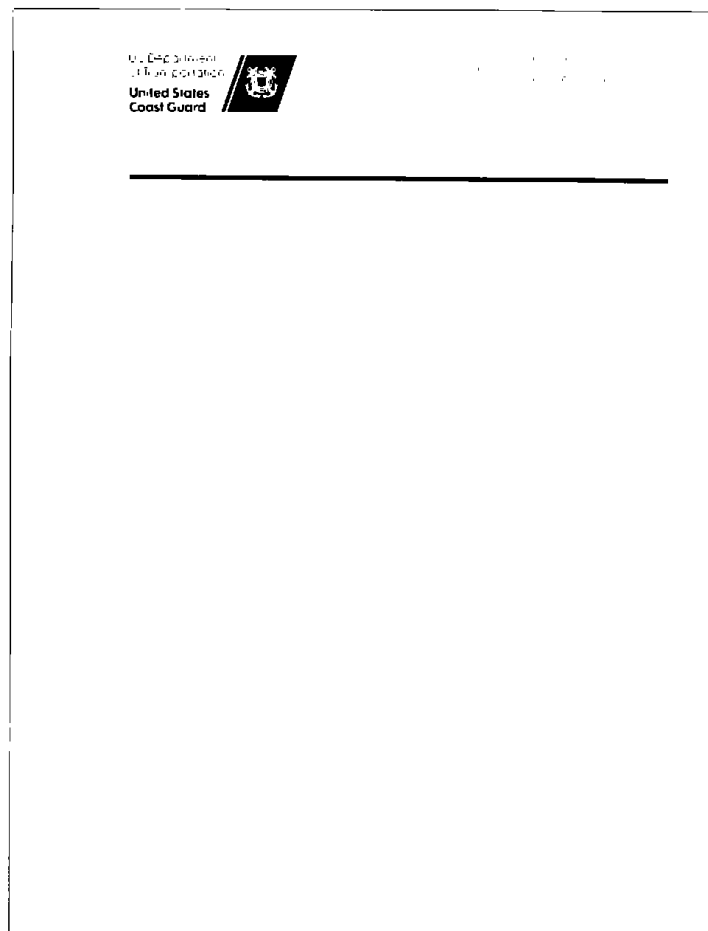
Note that the Signature/Mark is used here replacing the official Coast Guard seal (which should be retained for more formal use).

Many of the basic principles of the DOT stationery system are employed in] order to add continuity and cohesion to the total program. The address and other auxiliary copy is consistent in typeface, and placement. Refer to page 2.1 of the DOT manual for general guidance on style and structure.

12 Point Signature positioned 1/2" from top edge of letterhead to top of the Signature Mark.

Auxiliary copy should be set 8 9 point Helvetica Light, upper and lower case flush left.

Coast Guard Letter Head



Envelopes and Business Card

Envelopes are fashioned with the same guiding principles as applied to all DOT Administrations. Since postal regulations do not allow for symbols, marks, or seals, the Coast Guard signature is employed in combination with the postal indicia developed and approved in the Department's system.

- 1) The No. 10 envelope is designed to be complementary to the 8 1/2" x 11" stationery and should print on bright white bond to match the letterhead.
- 2) The larger mailing envelopes employ the same elements as the No. 10. The size of signature is larger, however, and is proportionate to the larger overall scale of the envelope.
- 3) The business card is designed to accommodate the Signature/Mark as well as a substantial amount of information. Any marginal items, however, should be left off the business card due to space limitations.

Figure 1

11 point Signature

Auxiliary copy should be set 7 8 point Helvetica Light, upper and lower case flush left.

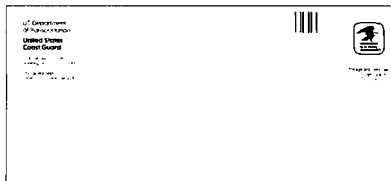


Figure 2

12 point Signature

Auxiliary copy should be set 8 9 point Helvetica Light, upper and lower case flush left.

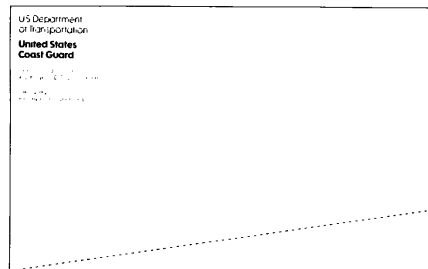


Figure 3

8 point Signature Mark

Name should be set 8 point Helvetica Regular

Auxiliary copy should be set 7 8 point Helvetica Light, upper and lower case flush left



Signature Use Guide

Because the Signature/Mark is a dynamic, moving form, it requires a space of its own. It should not be crowded or forced into competition with other elements. It is most effective when placed in the upper right corner of publication covers as shown on following pages.

The demonstrations below illustrate how the Signature/Mark should relate to headlines and other typography.

- 1) This example shows how a headline set in 36-point Bold type, upper and lower case, works in tandem with the Mark. The height of the lower case letters in the headlines is equal to the height of the Mark, thus creating a strong unity.
- 2) For typographic covers where larger titles are required, it is advisable to separate the elements for the greatest flexibility. The heading, shown here in 64-point Bold type, can now afford to be any length or composition of words. Note that the Mark is still positioned in the upper right corner for maximum display.

36-Point Bold type Headline

**Headline
goes here**



64-Point Bolt type Headline

First Coast Guard District



**Headline
goes here**

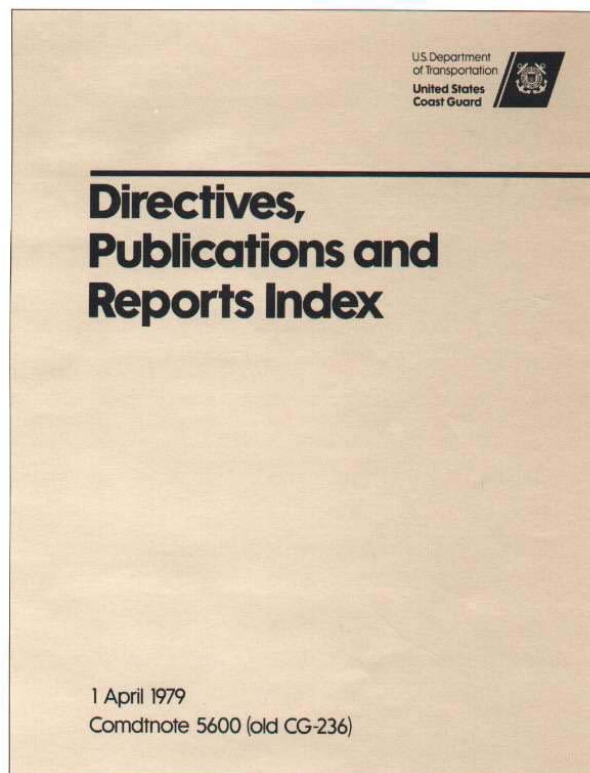
Internal Report Cover

Coast Guard covers must be customized due to the special requirements of applying the Signature/Mark. These covers, at the same time, are very much in harmony with the cover guidelines set forth in the DOT Manual. The basic grids for the preparation of Coast Guard covers can be found in the grid section of the manual and are important tools for the design of cover and interior formats.

Shown below is an example of a basic, functional 8 1/2" x 11" cover design which is solved with a minimum of elements. The title is sized so as to dominate the cover and communicate quickly. The Mark is positioned to counter the title and to create movement on the page. Other information, such as point of origin or catalog numbers, sets smaller and is placed for maximum legibility and easy access.

This design is meant to be produced in multiples for a variety of uses and prints in black ink on colored stock. The background colors should be confined to midtone earth colors. Dark colors such as forest green or navy blue should be avoided as they lack sufficient contrast to black type.

Basic, functional 8 1/2" x 11" cover design



External Publication Cover

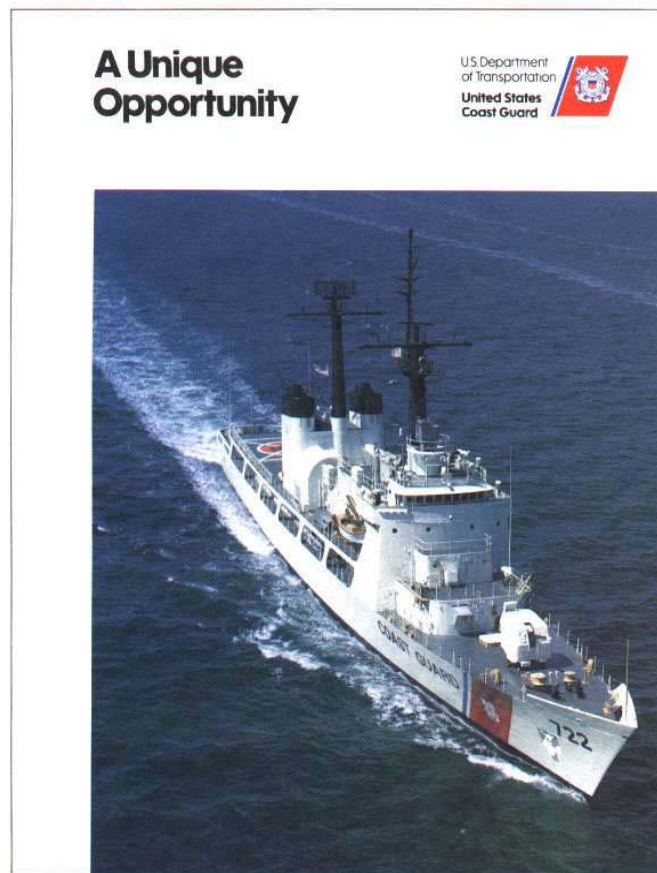
Publications which serve a recruiting function or some other public use can employ four-color printing in an effective way. The cover below demonstrates the use of a full-color photograph in combination with the Signature-mark and brochure title.

Note that the same basic structure is employed as in the report cover.

The area given to the photograph is roughly equivalent to that of the title on the other cover design. Here again you will see one variation of the basic 8 1/2" x 11" grid at work. The cover can and should relate very directly to the cover design itself. For more detailed information and guidance, check the publications section of the manual.

The Coast Guard Mark is used per example 1 of the Signature Use Guide found on page 10.6. The color treatment on the Mark gives additional vitality to the page while creating strong ownership and identity.

One variation of the basic 8 1/2" x 11" grid

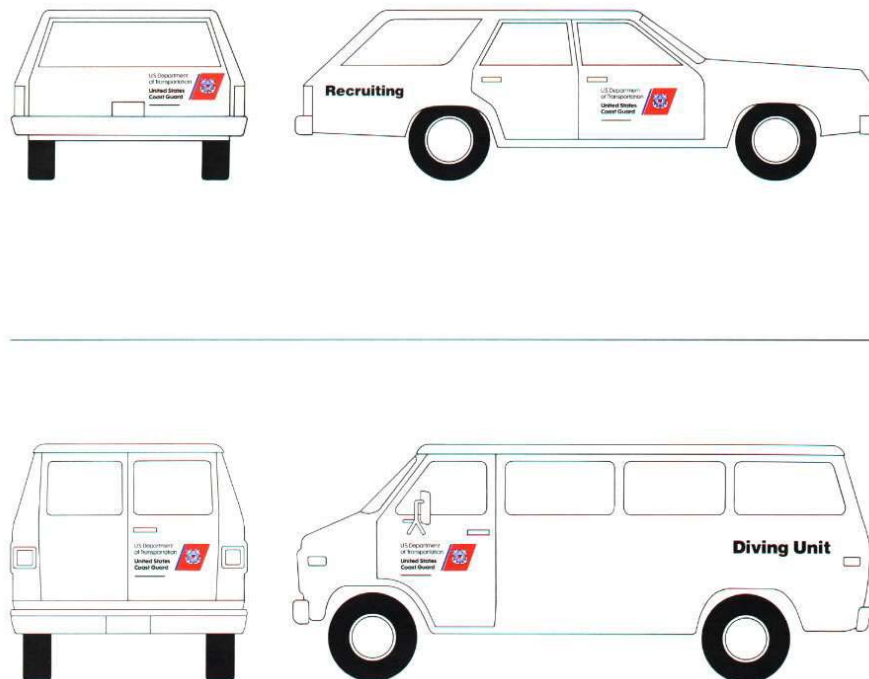


Ground Vehicles

Vehicles of various sizes, shapes, and functions make up the Coast Guard fleet. The objective of the graphics program is to simplify and streamline so that the end product communicates quickly.

Toward this objective, it is recommended that the basic Signature/Mark be kept intact and used on both sides and rear of the vehicles. Any special designation such as "Recruiting" should be placed separate from the Mark itself, but in horizontal alignment with "United States Coast Guard". No attempt should be made to put "Recruiting" or other information such as phone numbers, on the back of the vehicle.

Ground Vehicles



The line below the Signature indicates:
For Official Use Only. to be set 3/4" cap height in Helvetica Regular.

Vessels and Boats

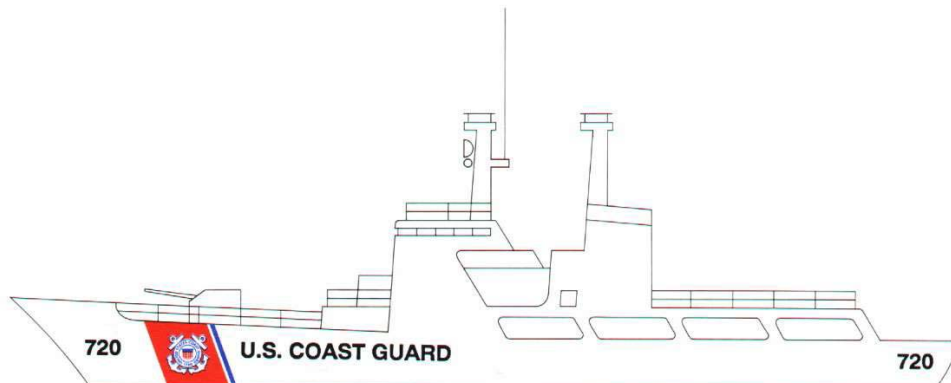
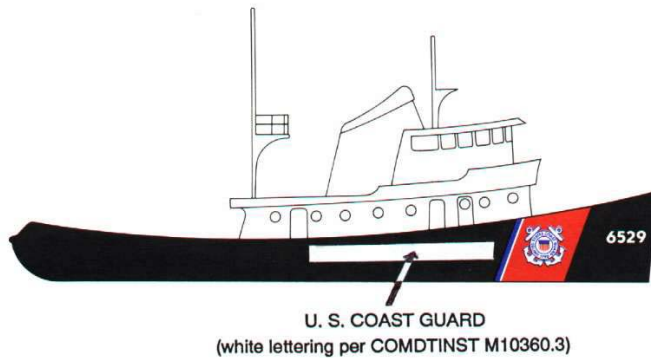
The application of the Mark to the ships and boats remains basically unchanged from previous Coast Guard style.

It is recommended, however, that when the stripe becomes elongated (due to a very deep hull), the emblem should be positioned at the top of the stripe. The emblem should have the same relationship to the top of the stripe as appears on page 10.1 of this section. Any additional depth should then be added to the bottom of the stripe. This will enhance the feeling that the ship is moving forward.

The words "U.S. Coast Guard" should * appear as in previous style but should be set in all caps in the bold weight type of the DOT program. Black hulls and white hulls will still conform to the previous Coast Guard style.

* (change will be in next DOT edition)

Vessels and Boats



Aircraft

As in the case of vessels and boats, the aircraft will conform to previous Coast Guard style.

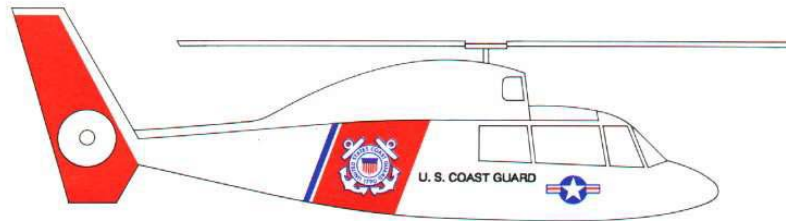
Once again the reasons for painting a plane black or another color is unchanged.

The typography used for the words **"U.S. * Coast Guard"** should be set all caps and in the bold weight type of the DOT program.

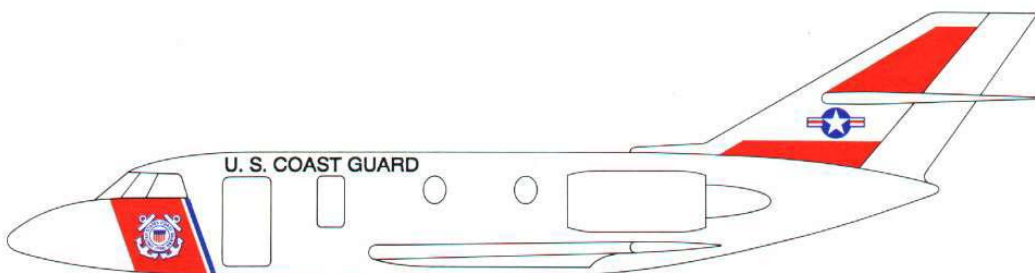
Note that the placement of the Mark is based on available space and where it is afforded maximum visibility. The placement will vary on aircraft of various sizes, shapes, and functions.

*** (change will be in next DOT edition)**

Aircraft



Note: For additional markings see Coating and Color Manual, COMDTINST M10360.3



Signage

Signage for the Coast Guard is relatively uncomplicated, which makes it possible to have a very simple and efficient system.

For purposes of quick communication, the conventional signature has been adjusted for signage. This has been done in order that the essential message "United States Coast Guard" will dominate. The Department linkage is somewhat smaller, as is the specific name of the installation.

1) This is an example of a sign mounted on the side of a building or structure. It is meant to be proportioned to meet necessary requirements.

2) This represents a typical site sign and should be standard in its proportion.

For other internal-directional signs, the guidelines set forth on page 5.3 of the DOT manual are recommended. These employ the Bold type of the program but do not use other marks or embellishments.

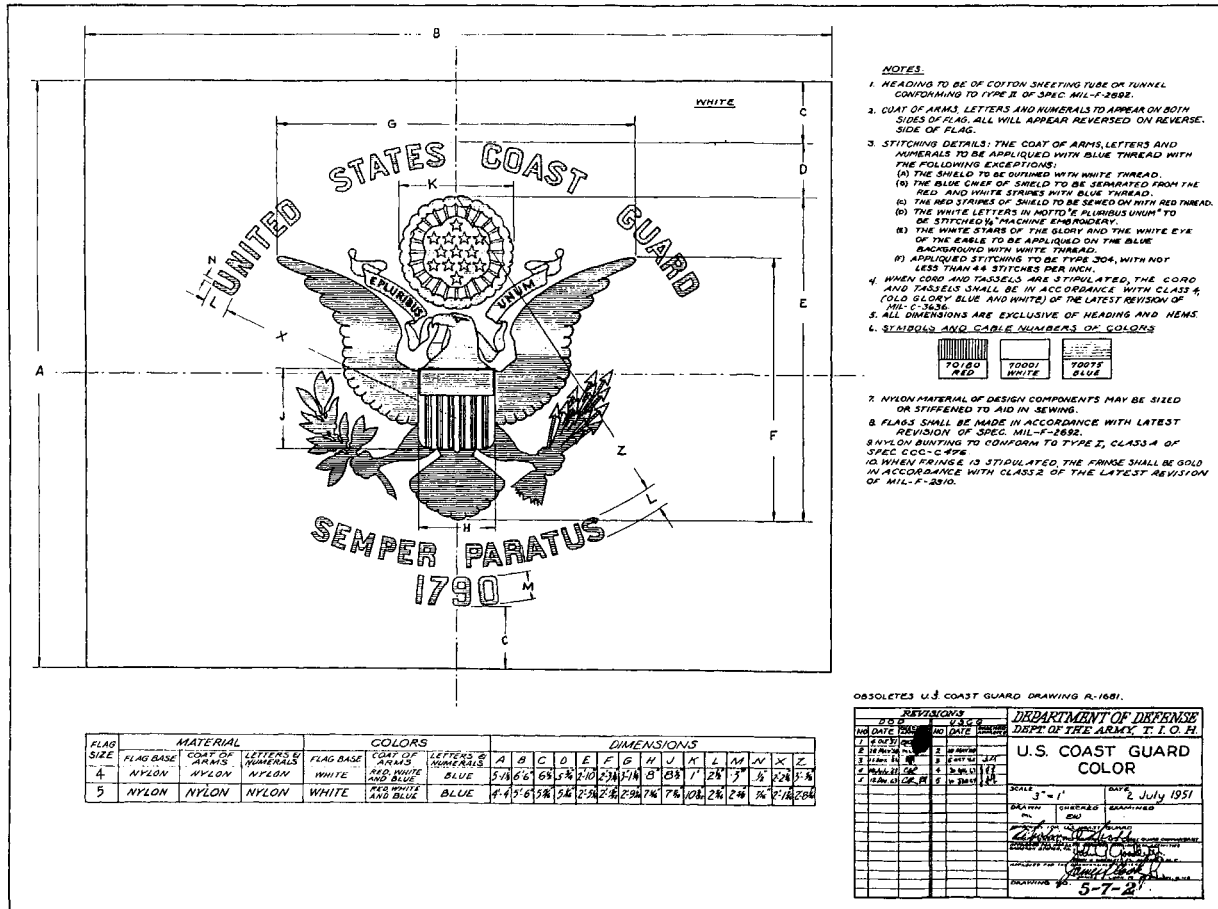
Signage



Site Signage



U.S. COAST GUARD COLOR



FLAG ENSIGN U.S. COAST GUARD

